

Tourist profile trend (2016)

Fuerteventura: Third Quarter

How many are they and how much do they spend?



| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|--------------------------------------|---------|---------|---------|---------|---------|
| Tourist arrivals (> 16 years old) | 385,948 | 411,931 | 440,855 | 447,593 | 484,107 |
| Average daily expenditure (€) | 121.07 | 118.37 | 117.78 | 132.00 | 133.89 |
| . in their place of residence | 96.60 | 94.53 | 95.34 | 105.38 | 106.82 |
| . in the Canary Islands | 24.47 | 23.84 | 22.44 | 26.62 | 27.07 |
| Average length of stay | 10.18 | 9.93 | 9.76 | 9.75 | 9.91 |
| Turnover per tourist (€) | 1,157 | 1,100 | 1,083 | 1,198 | 1,244 |
| Total turnover (> 16 years old) (€m) | 446 | 453 | 478 | 536 | 602 |
| Share of total turnover | 28.8% | 28.0% | 28.6% | 29.0% | 27.3% |
| Share of total tourist | 26.8% | 27.2% | 27.6% | 26.8% | 25.3% |

| Expenditure in the Canary Islands per tourist and trip (€) (**) | | | | | |
|---|-------|-------|-------|-------|-------|
| Accommodation (**): | 25.50 | 28.24 | 18.12 | 29.94 | 23.70 |
| - Accommodation | 20.25 | 22.40 | 14.85 | 26.26 | 17.30 |
| - Additional accommodation expenses | 5.24 | 5.84 | 3.27 | 3.68 | 6.40 |
| Transport: | 24.71 | 24.34 | 21.35 | 26.01 | 24.25 |
| - Public transport | 2.47 | 3.43 | 3.12 | 2.69 | 3.83 |
| - Taxi | 4.89 | 4.26 | 5.22 | 4.78 | 4.60 |
| - Car rental | 17.34 | 16.64 | 13.02 | 18.54 | 15.82 |
| Food and drink: | 75.99 | 77.94 | 73.37 | 81.22 | 97.56 |
| - Food purchases at supermarkets | 32.08 | 33.89 | 29.03 | 30.25 | 33.60 |
| - Restaurants | 43.91 | 44.04 | 44.34 | 50.97 | 63.96 |
| Souvenirs: | 54.04 | 54.31 | 49.48 | 46.46 | 48.11 |
| Leisure: | 40.23 | 33.93 | 36.86 | 43.69 | 49.78 |
| - Organized excursions | 16.87 | 12.84 | 15.07 | 17.80 | 19.70 |
| - Leisure, amusement | 4.28 | 3.03 | 3.26 | 4.37 | 4.68 |
| - Trip to other islands | 3.32 | 2.77 | 3.53 | 2.97 | 3.70 |
| - Sporting activities | 10.10 | 9.70 | 10.91 | 12.88 | 13.32 |
| - Cultural activities | 0.83 | 1.78 | 1.73 | 1.58 | 3.40 |
| - Discos and disco-pubs | 4.84 | 3.80 | 2.37 | 4.10 | 4.99 |
| Others: | 12.67 | 8.88 | 12.11 | 14.24 | 10.93 |
| - Wellness | 3.14 | 2.62 | 2.64 | 3.26 | 4.16 |
| - Medical expenses | 1.94 | 1.05 | 0.91 | 1.36 | 1.82 |
| - Other expenses | 7.59 | 5.22 | 8.57 | 9.62 | 4.94 |

How far in advance do they book their trip?



| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|-------------------------|--------|--------|--------|--------|--------|
| The same day they leave | 0.3% | 0.3% | 0.1% | 0.4% | 0.3% |
| Between 2 and 7 days | 9.5% | 4.6% | 9.2% | 5.3% | 4.6% |
| Between 8 and 15 days | 9.5% | 10.1% | 8.9% | 8.6% | 6.4% |
| Between 16 and 30 days | 14.1% | 18.0% | 14.3% | 15.9% | 13.3% |
| Between 31 and 90 days | 26.7% | 32.6% | 26.9% | 28.5% | 29.1% |
| More than 90 days | 39.9% | 34.5% | 40.6% | 41.4% | 46.4% |

What do they book at their place of residence?



| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|--|--------|--------|--------|--------|--------|
| Flight only | 2.6% | 4.7% | 3.1% | 3.3% | 4.0% |
| Flight and accommodation (room only) | 12.1% | 14.9% | 12.5% | 12.9% | 12.8% |
| Flight and accommodation (B&B) | 1.9% | 1.4% | 1.6% | 2.5% | 2.9% |
| Flight and accommodation (half board) | 15.4% | 17.8% | 15.4% | 15.8% | 20.2% |
| Flight and accommodation (full board) | 5.2% | 5.0% | 4.2% | 3.6% | 5.1% |
| Flight and accommodation (all inclusive) | 62.8% | 56.3% | 63.2% | 61.8% | 55.0% |
| % Tourists using low-cost airlines | 28.0% | 40.3% | 38.7% | 44.7% | 46.2% |
| Other expenses in their place of residence: | | | | | |
| - Car rental | 9.2% | 10.4% | 8.5% | 12.8% | 11.4% |
| - Sporting activities | 12.4% | 13.8% | 10.4% | 10.4% | 10.8% |
| - Excursions | 5.0% | 4.5% | 4.0% | 6.6% | 7.0% |
| - Trip to other islands | 0.9% | 1.6% | 1.0% | 0.8% | 1.5% |

How do they book?



| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation booking | | | | | |
| Tour Operator | 43.7% | 40.0% | 43.0% | 42.7% | 41.5% |
| - Tour Operator's website | 64.1% | 72.9% | 71.5% | 73.1% | 72.5% |
| Accommodation | 6.0% | 10.3% | 8.0% | 11.1% | 9.2% |
| - Accommodation's website | 84.0% | 78.2% | 83.0% | 81.5% | 88.4% |
| Travel agency (High street) | 36.3% | 30.3% | 32.8% | 29.5% | 32.5% |
| Online Travel Agency (OTA) | 12.0% | 17.4% | 14.4% | 14.4% | 14.3% |
| No need to book accommodation | 2.0% | 2.1% | 1.9% | 2.3% | 2.4% |

| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|------------------------------------|--------|--------|--------|--------|--------|
| Flight booking | | | | | |
| Tour Operator | 46.4% | 41.9% | 45.3% | 47.4% | 44.1% |
| - Tour Operator's website | 62.1% | 67.3% | 68.6% | 72.2% | 69.0% |
| Airline | 10.6% | 18.1% | 12.2% | 13.6% | 16.0% |
| - Airline's website | 92.6% | 94.7% | 92.8% | 96.4% | 94.3% |
| Travel agency (High street) | 33.6% | 27.5% | 30.4% | 27.6% | 29.9% |
| Online Travel Agency (OTA) | 9.4% | 12.5% | 12.0% | 11.4% | 10.1% |

Where do they stay?



| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|---|--------|--------|--------|--------|--------|
| 5* Hotel | 1.8% | 2.5% | 2.2% | 3.7% | 3.4% |
| 4* Hotel | 53.4% | 53.0% | 53.9% | 55.8% | 56.6% |
| 1-2-3* Hotel | 25.3% | 18.6% | 22.5% | 19.3% | 17.5% |
| Apartment | 17.7% | 23.6% | 19.6% | 18.5% | 19.5% |
| Property (privately-owned, friends, family) | 1.5% | 1.7% | 1.5% | 2.0% | 2.1% |
| Others | 0.4% | 0.5% | 0.3% | 0.7% | 0.8% |

Who are they?



| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|---------------------|--------|--------|--------|--------|--------|
| Gender | | | | | |
| Percentage of men | 48.8% | 39.7% | 45.9% | 45.7% | 47.6% |
| Percentage of women | 51.2% | 60.3% | 54.1% | 54.3% | 52.4% |

| Age | | | | | |
|---------------------------------------|------|------|------|------|------|
| Average age (tourists > 16 years old) | 38.9 | 38.6 | 38.8 | 39.8 | 41.7 |
| Standard deviation | 12.3 | 12.3 | 12.5 | 12.3 | 14.0 |

| Age range (> 16 years old) | | | | | |
|----------------------------|-------|-------|-------|-------|-------|
| 16-24 years old | 14.5% | 13.0% | 15.8% | 13.5% | 12.2% |
| 25-30 years old | 16.4% | 19.1% | 16.3% | 14.3% | 13.9% |
| 31-45 years old | 38.0% | 38.6% | 35.0% | 38.4% | 34.3% |
| 46-60 years old | 27.3% | 25.6% | 28.7% | 29.1% | 28.9% |
| Over 60 years old | 3.8% | 3.8% | 4.2% | 4.8% | 10.7% |

| Occupation | | | | | |
|----------------------------------|-------|-------|-------|-------|-------|
| Business owner or self-employed | 18.1% | 20.9% | 19.1% | 20.3% | 17.5% |
| Upper/Middle management employee | 49.1% | 45.2% | 46.5% | 47.0% | 48.4% |
| Auxiliary level employee | 18.8% | 17.6% | 17.4% | 17.5% | 15.1% |
| Students | 8.6% | 9.6% | 10.6% | 8.4% | 8.4% |
| Retired | 3.1% | 3.6% | 3.4% | 4.2% | 8.8% |
| Unemployed / unpaid dom. work | 2.3% | 3.1% | 3.0% | 2.6% | 1.8% |

| Annual household income level | | | | | |
|-------------------------------|-------|-------|-------|-------|-------|
| €12,000 - €24,000 | 19.5% | 20.4% | 22.0% | 17.6% | 19.6% |
| €24,001 - €36,000 | 22.1% | 17.5% | 21.7% | 20.1% | 18.8% |
| €36,001 - €48,000 | 17.1% | 16.7% | 17.5% | 16.6% | 18.0% |
| €48,001 - €60,000 | 13.1% | 17.2% | 14.8% | 16.8% | 14.8% |
| €60,001 - €72,000 | 7.1% | 7.3% | 5.7% | 9.1% | 9.0% |
| €72,001 - €84,000 | 5.6% | 5.6% | 4.8% | 5.5% | 4.8% |
| More than €84,000 | 15.5% | 15.4% | 13.6% | 14.3% | 15.1% |

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Tourist profile trend (2016)

Fuerteventura: Third Quarter

Which island do they choose?



| Tourists (> 16 years old) | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|---------------------------|---------|---------|---------|---------|-----------|
| - Lanzarote | 465,423 | 491,243 | 508,699 | 544,296 | 604,857 |
| - Fuerteventura | 385,948 | 411,931 | 440,855 | 447,593 | 484,107 |
| - Gran Canaria | 592,788 | 625,351 | 656,504 | 675,982 | 847,744 |
| - Tenerife | 931,210 | 933,438 | 997,622 | 987,323 | 1,184,832 |
| - La Palma | 39,502 | 33,517 | 35,685 | 38,837 | 46,789 |

| Share (%) | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|-----------------|--------|--------|--------|--------|--------|
| - Lanzarote | 19.3% | 19.7% | 19.3% | 20.2% | 19.1% |
| - Fuerteventura | 16.0% | 16.5% | 16.7% | 16.6% | 15.3% |
| - Gran Canaria | 24.5% | 25.1% | 24.9% | 25.1% | 26.8% |
| - Tenerife | 38.6% | 37.4% | 37.8% | 36.6% | 37.4% |
| - La Palma | 1.6% | 1.3% | 1.4% | 1.4% | 1.5% |

Who do they come with?



| | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|--|--------|--------|--------|--------|--------|
| Unaccompanied | 4.7% | 5.3% | 4.8% | 4.8% | 5.4% |
| Only with partner | 47.5% | 42.8% | 40.9% | 40.2% | 45.2% |
| Only with children (under the age of 13) | 1.7% | 2.9% | 2.5% | 1.8% | 2.4% |
| Partner + children (under the age of 13) | 16.9% | 17.3% | 20.6% | 19.9% | 17.0% |
| Other relatives | 4.7% | 7.1% | 5.8% | 7.1% | 5.6% |
| Friends | 3.6% | 4.8% | 4.1% | 4.3% | 3.6% |
| Work colleagues | 0.3% | 0.1% | 0.1% | 0.2% | 0.1% |
| Other combinations ⁽¹⁾ | 20.7% | 19.5% | 21.2% | 21.7% | 20.7% |

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



| Impression of their stay | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|--------------------------------|--------|--------|--------|--------|--------|
| Good or very good (% tourists) | 93.4% | 93.0% | 93.4% | 91.9% | 93.2% |
| Average rating (scale 1-10) | 8.69 | 8.75 | 8.74 | 8.75 | 8.80 |

How many are loyal to the destination?

| Repeat tourists of the island | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Repeat tourists | 39.3% | 39.5% | 39.9% | 39.3% | 38.9% |
| In love (at least 10 previous visits) | 3.1% | 4.0% | 3.3% | 3.1% | 3.5% |

Where are they from?



| Ten main source markets | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|-------------------------|---------|---------|---------|---------|---------|
| Germany | 168,840 | 161,819 | 190,273 | 177,741 | 185,632 |
| United Kingdom | 71,496 | 80,026 | 102,458 | 106,816 | 110,909 |
| Spanish Mainland | 42,486 | 48,811 | 43,618 | 47,734 | 44,079 |
| France | 20,891 | 23,466 | 23,907 | 30,174 | 38,923 |
| Italy | 20,920 | 24,964 | 20,829 | 26,872 | 36,107 |
| Netherlands | 12,182 | 11,449 | 8,828 | 7,901 | 12,926 |
| Switzerland | 6,772 | 12,588 | 7,393 | 7,284 | 10,572 |
| Poland | 16,736 | 1,352 | 12,283 | 11,543 | 10,516 |
| Ireland | 4,896 | 5,833 | 9,866 | 9,306 | 6,865 |
| Austria | 3,787 | 20,217 | 4,656 | 5,086 | 6,229 |

Why do they choose the Canary Islands?



| Aspects influencing the choice | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Climate/sun | 91.2% | 89.6% | 90.4% | 86.9% | 88.8% |
| Beaches | 70.9% | 70.1% | 70.7% | 68.2% | 66.5% |
| Tranquillity/rest/relaxation | 51.0% | 45.0% | 46.3% | 44.7% | 45.0% |
| Visiting new places | 17.4% | 14.1% | 16.8% | 15.9% | 15.3% |
| Scenery | 10.6% | 12.0% | 14.2% | 12.5% | 14.8% |
| Security | 3.7% | 3.5% | 3.2% | 8.9% | 13.1% |
| Suitable destination for children | 9.1% | 9.9% | 11.1% | 11.8% | 8.7% |
| Price | 11.5% | 12.8% | 15.2% | 13.8% | 8.6% |
| Nautical activities | 5.4% | 8.5% | 6.2% | 4.8% | 5.6% |
| Ease of travel | 4.1% | 3.0% | 3.7% | 4.6% | 5.0% |
| Quality of the environment | 3.3% | 3.3% | 3.0% | 4.4% | 3.8% |
| Active tourism | 1.9% | 4.0% | 1.5% | 2.8% | 2.1% |
| Culture | 0.8% | 0.8% | 1.0% | 1.0% | 1.4% |
| Nightlife/fun | 1.2% | 1.1% | 1.0% | 0.9% | 0.9% |
| Security against natural catastrophes | 0.3% | 0.5% | 0.4% | 0.6% | 0.9% |
| Golf | 0.6% | 0.5% | 0.3% | 0.4% | 0.9% |

* Multi-choice question

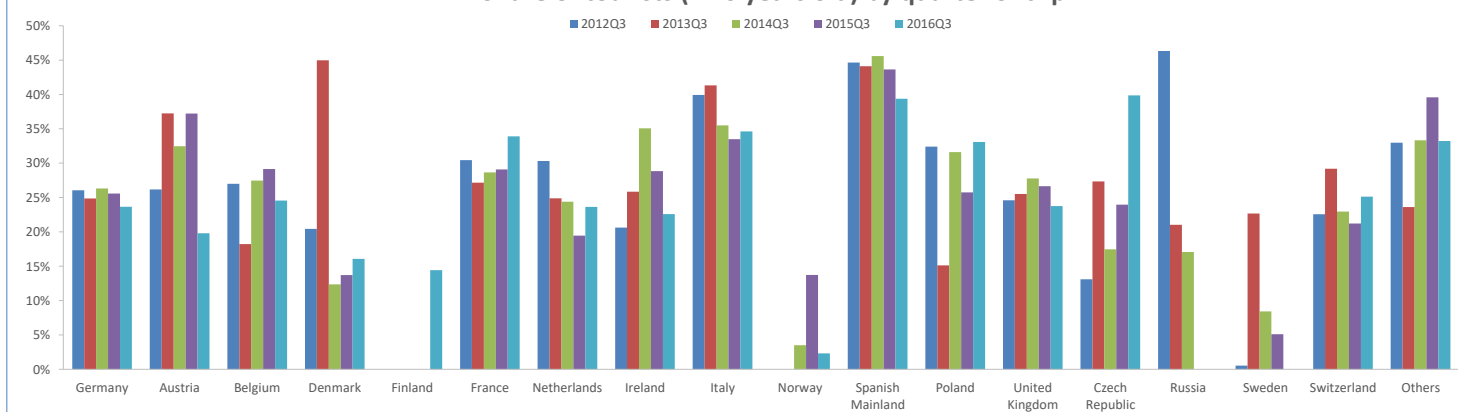
What did motivate them to come?



| Aspects motivating the choice | 2012Q3 | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 |
|--|--------|--------|--------|--------|--------|
| Previous visits to the Canary Islands | 54.7% | 53.2% | 56.2% | 54.9% | 54.3% |
| Recommendation by friends or relatives | 31.8% | 36.4% | 31.6% | 34.1% | 33.8% |
| The Canary Islands television channel | 0.4% | 0.2% | 0.2% | 0.7% | 0.2% |
| Other television or radio channels | 0.6% | 0.6% | 1.0% | 0.7% | 0.9% |
| Information in the press/magazines/books | 4.9% | 3.9% | 5.4% | 4.4% | 4.5% |
| Attendance at a tourism fair | 0.5% | 0.6% | 0.5% | 0.5% | 0.4% |
| Tour Operator's brochure or catalogue | 19.5% | 13.9% | 16.2% | 15.1% | 14.2% |
| Recommendation by Travel Agency | 21.8% | 19.6% | 17.9% | 20.3% | 20.2% |
| Information obtained via the Internet | 29.5% | 31.4% | 33.0% | 31.9% | 30.4% |
| Senior Tourism programme | 0.4% | 0.0% | 0.1% | 0.1% | 0.2% |
| Others | 4.7% | 4.7% | 4.8% | 3.3% | 3.8% |

* Multi-choice question

Share of tourists (> 16 years old) by quarter of trip



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.